

African American
Quit Line Data Summary
 July 1 - September 30, 2003

	African Amer.	State
Number of Calls to Quit Line	N = 111	N = 2,935
Percent of Statewide Calls	5.1%	100.0%
Percent of State Population in County¹	3.2%	100.0%

	African Am. %	State %
Gender	N = 111	N = 2,565
Female	54.1%	63.8%
Male	45.9%	36.2%
Race/Ethnicity	N = 111	N = 2,185
African American	100.0%	5.1%
Age	N = 110	N = 2,379
Less than 18 years old	2.7%	1.7%
18 - 24 years old	14.5%	15.7%
25 - 34 years old	22.7%	23.3%
35 - 44 years old	32.7%	26.0%
45 years and older	27.3%	33.2%
Education	N = 108	N = 2,267
Did not graduate high school	18.5%	19.5%
High school graduate	29.6%	33.3%
Some college/vocational school	40.7%	35.3%
College graduate	11.1%	11.9%
Caller Type	N = 110	N = 2,685
General Information	3.6%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	96.4%	86.3%
Payer Type	N = 83	N = 1,774
Insured	25.3%	29.4%
Uninsured	30.1%	30.4%
Medicaid	44.6%	40.2%
Heard About	N = 102	N = 2,220
Past caller	12.7%	14.0%
Employer/worksites	1.0%	1.1%
Health care provider	33.3%	29.8%
Television	18.6%	13.7%
Outdoor advertisement (billboard/bus/wall)	2.0%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	3.9%	1.1%
Newspaper/Magazine	2.0%	0.5%
Brochure/Newsletter	2.0%	5.6%
Family or friend	19.6%	24.7%
Health Department	4.9%	4.1%
School	0.0%	0.6%